

A Community-Wide Approach to Using Leapfrog Hospital Insights in Memphis

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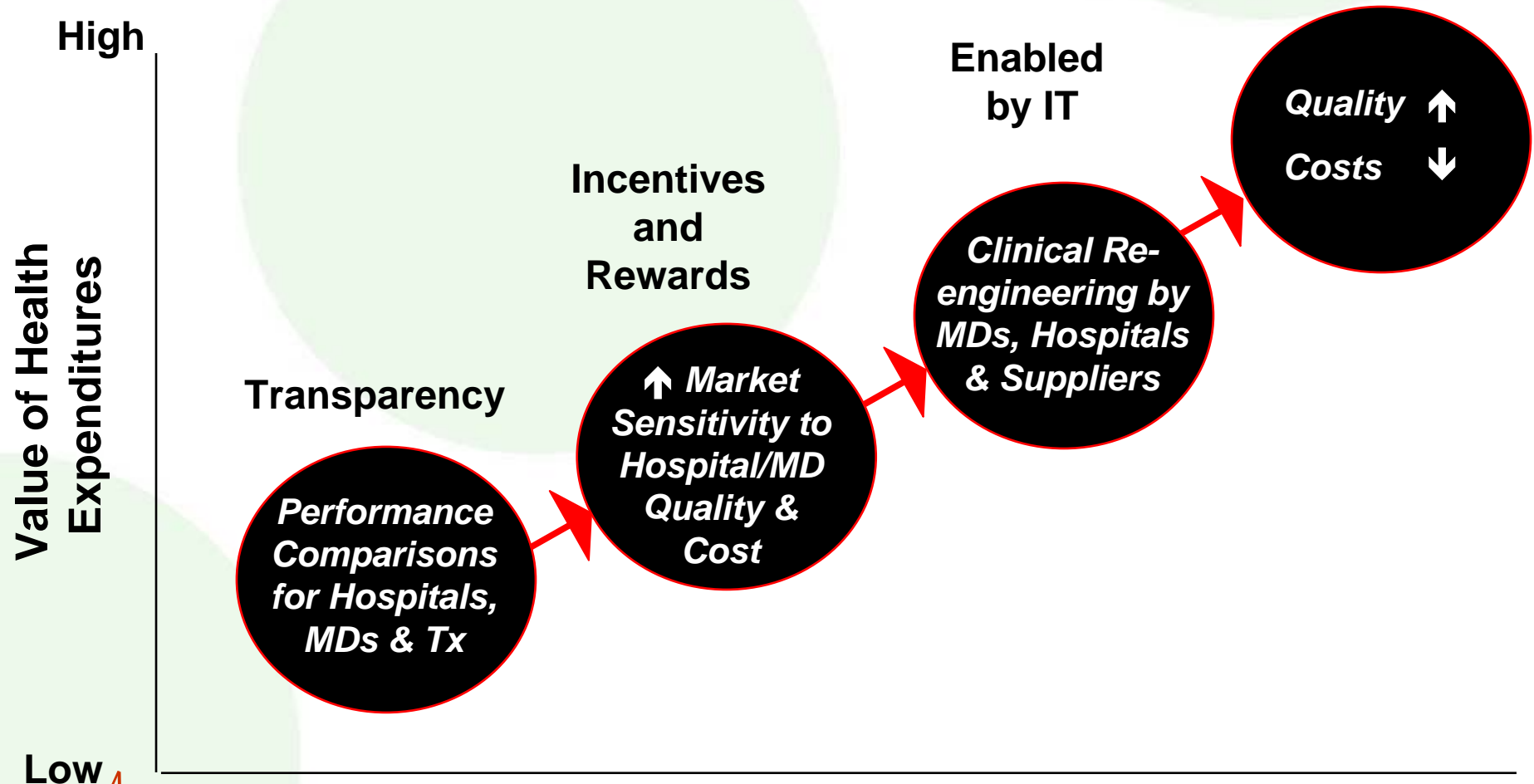


Questions to Answer

- Why Leapfrog Hospital Insights™?
- Is Memphis ready?
- How will we implement?
- Why a community approach?
- What questions do you have?

Why Leapfrog Hospital Insights?

Key Evolutionary Steps



Transparency in Memphis

Transparency

***Performance
Comparisons
for Hospitals,
MDs & Tx***

1987: Quality reporting in group purchase contract

1994: New mission explicit re: effectiveness & efficiency

1997: Philosophy statement explicit re:

- Provider accountability for cost & quality
- Needs & desires of purchasers & users drive the system
- Purchaser & user right to information

1998: First hospital & health plan report cards

2002: Joined The Leapfrog Group & implemented hospital quality & safety survey

2003: 100% hospital reporting on Leapfrog; progress in Hospitals meeting the leaps

Why Leapfrog Hospital Insights™ ?

- Considers both effectiveness & efficiency
 - Meets both MBGH mission provisions
- Clear opportunity for improvement
 - History told us something had to be done
- Extension of existing transparency initiative
 - Builds on hospital-based focus
 - Builds on Leapfrog survey & JCAHO core measures
- Expansion of existing transparency initiative
 - Adds more clinical & efficiency information in public database

Is Memphis Ready? Pilot Project

- “Leapt” early
 - MBGH’s role
 - Serve as a catalyst
 - Participate in program inception & design
 - Recruit key players
 - MBGH Pilot Project
 - Employers
 - Educate on incentives & rewards programs
 - Educate on performance measurement systems
 - Recruit champions
 - Hospitals
 - Educate on national approaches to incentives & rewards
 - Educate on LHI specifics
 - Recruit early adopters
 - Model participation
 - Health Plans
 - Coordinate & collaborate for shared “members”
 - Explore incentive program design

How Will We Implement?

- Moving past the Pilot
 - Concept
 - Common, community-wide performance measurement set for hospitals
 - Health plans use results to establish plan-specific incentive & reward programs with hospitals
 - Health plans share license fees through sub-license with MBGH
 - MBGH represent program publicly & serve as liaison between & among plans and hospitals
 - Recruitment
 - Health Plans
 - Early discussions very positive
 - Hospitals
 - Initial discussions with other hospitals very positive

CIGNA's Perspective



Why a Community Approach?

- Collaborate to incent significant improvement
 - All hospitals focus on same clinical conditions
 - All hospitals focus on both clinical improvement & increases in efficiency
- Reduce the “noise”
 - Focus on improvement, not justification
 - Compete on use of data, not data itself
- Reduce data collection & analysis requirements
 - For hospitals: one set of measures to report on to all health plans
- Share program implementation costs
- Partner with the business community

But, Are There Challenges? Of Course.....

- Health plan investment in proprietary measurement systems
- Approval processes at multiple plans, multiple hospitals
- Anxiety over broad access to information
- Coordination & timing

What Questions Do You Have?

